FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00034056-A **Type of Permit:** FILMING **Release Date:** 11/30/2010

Production Company TEMPESTA INC

Insured Company Name TEMPESTA INC
Contact Phone No. 1 310-460-7280
Contact Phone No. 2
Fax
Address 438 W 37TH ST
NEW YORK, New York 10018

Production Title L'OREAL

Type of Production Commercial - Standard

Producer Megali Selosse Bishop

Director Jean-Pierre Phillippot

1st AD na na

Production Manager Bryan Sierra

FilmL.A. Coordinator Erica Wade

Location Manager Frank Yoshikane
Primary Phone Office - 714-273-3103
Secondary Phone Office - 310-460-7280

Location Assistant Scott Fitzgerald
Primary Phone Office - 626-827-2437
Secondary Phone

Fees

Notification Charge	$845.00
LA COUNTY - ROAD USE FEE	$305.00
FILMLA FILM PERMIT RIDER FEE	$100.00
LA CITY DEPT OF REC AND PARKS SPECIAL FACILITY ADMINISTRATION FEE	$150.00

Total Permit Fee $1,400.00

Number of Locations 4

NOT A PERMIT

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Summary Information — Location

Permit Number F00034056-A
Production Company TEMPESTA INC
Insured Company TEMPESTA INC
Production Title L'OREAL

Location Manager Frank Yoshikane
Primary Phone Office - 714-273-3103
Secondary Phone Office - 310-460-7280

Location Address 1800 Ocean Front Walk, Los Angeles, CA, 90291

Location Name VENICE REC CENTER

Location Type Park

Location Description LA CITY REC & PARKS

Film Dates 12/1/2010 - 12/1/2010 07:00 - 12:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Rec & Park Conditions
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.
Parking receipts must be displayed in all windshields of all production vehicles. Parking arrangements must be made prior to film date with PCI.

Please see attached documents
34026.pdf
Venice Area July 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf
VENICE BEACH ROSE LOT.pdf
VENICE BEACH VENICE BL. LOT.pdf
VENICE BEACH WASHINGTON LOT.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	50
Cube Trucks	8
Generator	1
Motor Homes	2
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	6
Crew	60

Filming Activities Exterior dialogue, reservation # 31348 - skate park, handball and gymnastics area; PCI lot @ (North Venice Lot) 2100 Ocean Front Walk 5am for 2 motorhomes 10 cars for hair and makeup 6am crew call;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:** H7

Location Notes
COMPANY MUST CONTACT PCI DIRECTLY RE: PARKING REQUIREMENTS AND FILMING ON PCI PROPERTY
NO PARKING IN HANDICAP OR ELECTRIC CHARGING SPACES

Approvals

LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE	Rafael Vega
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS	Taylor Reed

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Summary Information — Location

Location 1 of 4

Permit Number	F00034056-A	**Location Manager**	Frank Yoshikane
Production Company	TEMPESTA INC	Primary Phone	Office - 714-273-3103
Insured Company	TEMPESTA INC	Secondary Phone	Office - 310-460-7280
Production Title	L'OREAL		

LOS ANGELES POLICE DEPARTMENT — Melissa Hernandez

Coordinator Note NO RAPG MONITOR REQUIRED

VENICE REC - HANDBALL CRT AND NEW SKATE PARK

Parking

Base Camp
Location Type : LA County Parking lot
Street : pci lot 2100 Ocean Front Walk

Crew Parking
Location Type : LA County Parking lot
Street : 2100 Ocean Front Walk

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Summary Information — Location

Location 2 of 4

Permit Number F00034056-A
Production Company TEMPESTA INC
Insured Company TEMPESTA INC
Production Title L'OREAL

Location Manager Frank Yoshikane
Primary Phone Office - 714-273-3103
Secondary Phone Office - 310-460-7280

Location Address 145th St E, E Ave O - E Ave Q, North Antelope Valley, CA, 93591

Location Type Road

Film Dates 12/2/2010 - 12/2/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No steps from trailers, trucks or motorhomes may be facing road
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required

Equipment on Location

Type	Quantity
Camera cars	1
Process Trailer	1
Vans	2

Personnel on Location

Type	Quantity
Cast	4
Crew	15
Sheriff/CHP	2

Filming Activities Car-to-Car; Drive ups & away; Driving shots; Intermittent traffic control - 2 minutes standard; Running & tow shots.; Neon signage on shoulder;

Jurisdiction **Political:** Los Angeles County - Supervisor District 5 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Thomas Guide **Page:** 4199 **Grid:**

Approvals LOS ANGELES COUNTY ROAD DEPARTMENT - PALMDALE Scott Thompson

Parking

Base Camp
Location Type : Private Parking Lot

Crew Parking
Location Type : Private Parking Lot

NO PERMIT

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Summary Information — Location

Location 3 of 4

Permit Number	F00034056-A	**Location Manager**	Frank Yoshikane
Production Company	TEMPESTA INC	Primary Phone	Office - 714-273-3103
Insured Company	TEMPESTA INC	Secondary Phone	Office - 310-460-7280
Production Title	L'OREAL		

Location Address Avenue Q, 130th St - 170th St, Antelope Valley, CA 93535

Location Type Street

Film Dates 12/2/2010 - 12/2/2010 07:00 - 19:00

Open or Closed to the Public Open

Generic Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No steps from trailers, trucks or motorhomes may be facing road
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required

Equipment on Location

Type	Quantity
Camera cars	1
Process Trailer	1
Vans	1

Personnel on Location

Type	Quantity
Cast	4
Crew	15
Sheriff/CHP	4

Filming Activities Car-to-Car; Drive ups & away; Driving shots; Intermittent traffic control - 2 minutes standard; Process Trailer; Running & tow shots.;

Jurisdiction **Political:** Los Angeles County - Supervisor District 5 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Thomas Guide **Page:** 4198 **Grid:** J6

Approvals LOS ANGELES COUNTY ROAD DEPARTMENT - PALMDALE Scott Thompson

Parking

Base Camp
Location Type : Private Parking Lot

Crew Parking
Location Type : Location

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Summary Information — Location

Permit Number F00034056-A
Production Company TEMPESTA INC
Insured Company TEMPESTA INC
Production Title L'OREAL

Location Manager Frank Yoshikane
Primary Phone Office - 714-273-3103
Secondary Phone Office - 310-460-7280

Location Address 14499 E Avenue Q, Palmdale, CA, 93591

Location Name FOUR ACES MOVIE RANCH

Location Type Ranch

Film Dates 12/2/2010 - 12/2/2010 09:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	55
Cube Trucks	8
Generator	1
Motor Homes	2
Vans	3

Personnel on Location

Type	Quantity
Cast	4
Crew	60
LA County FSA assigned	1

Filming Activities Equipment on property; Exterior Dialogue;

Jurisdiction **Political:** Los Angeles County - Supervisor District 5 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Thomas Guide **Page:** 4199 **Grid:** A6

Coordinator Note NO FSA REQUIRED SP752-69

Coordinator Note FSA REQUIRED 2513-114

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Location

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 6:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

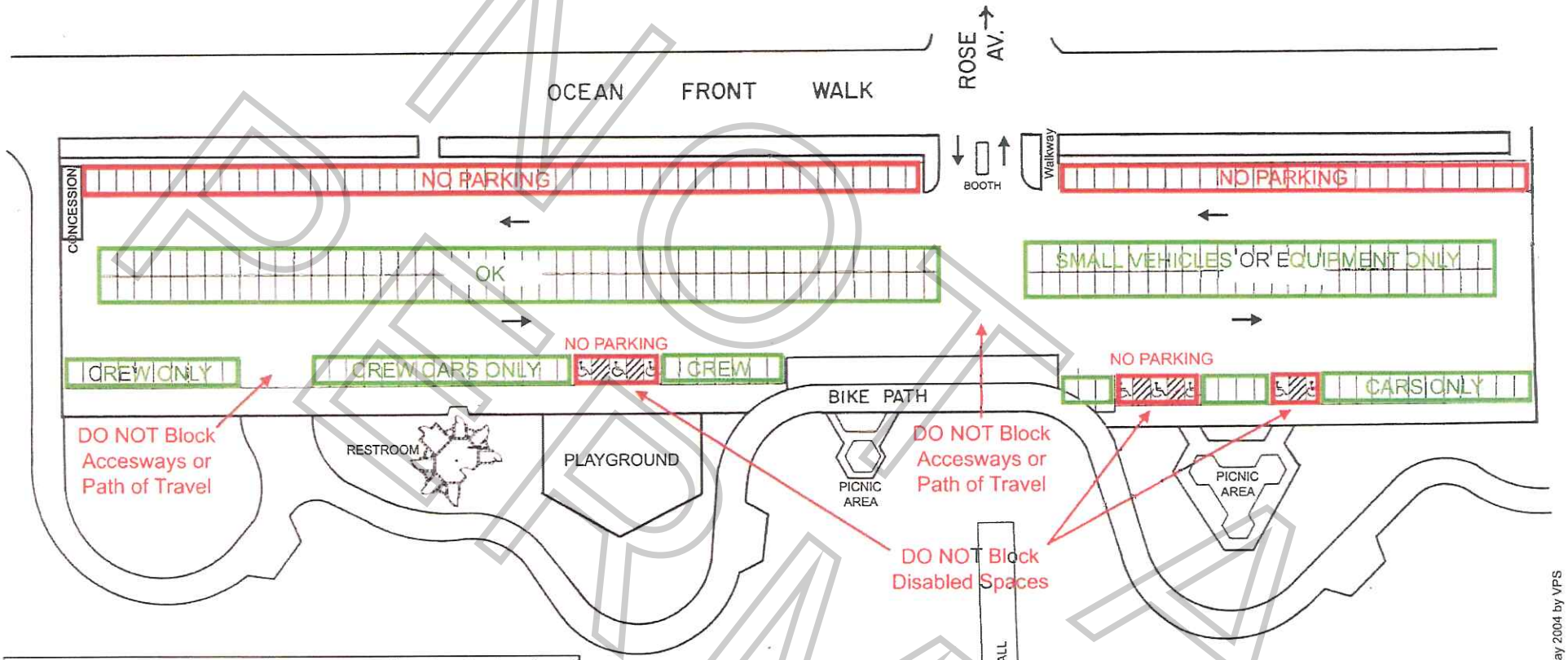
- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

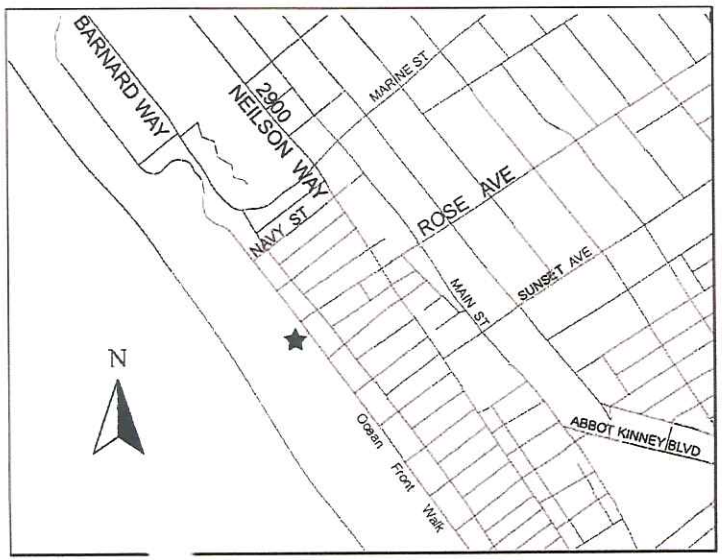
- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO PERMIT

VENICE CITY BEACH
ROSE AVE PARKING LOT - FILMING AREAS





Map not to scale.

REGULAR SPACES	280
DISABLED	8
TOTAL	288

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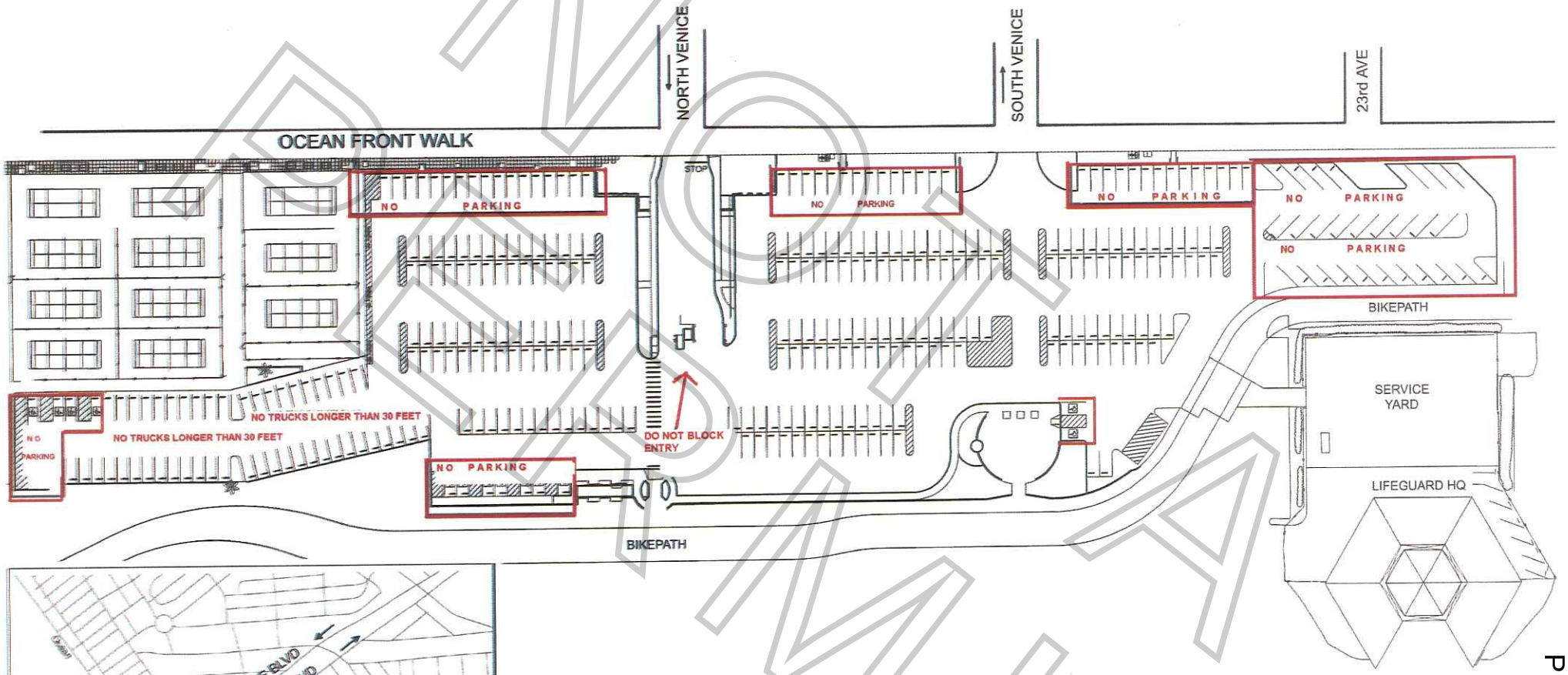
L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS [illegible]ed 5 / 2002 by CLS

Filming delineations May 2004 by VPS

Permit #F00034056-A

DRAFT

VENICE CITY BEACH
VENICE BLVD PARKING LOT



Map not to scale.

REGULAR SPACES	3
DISABLED	
TOTAL	3

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS Revised 10 / 2008 by GLS

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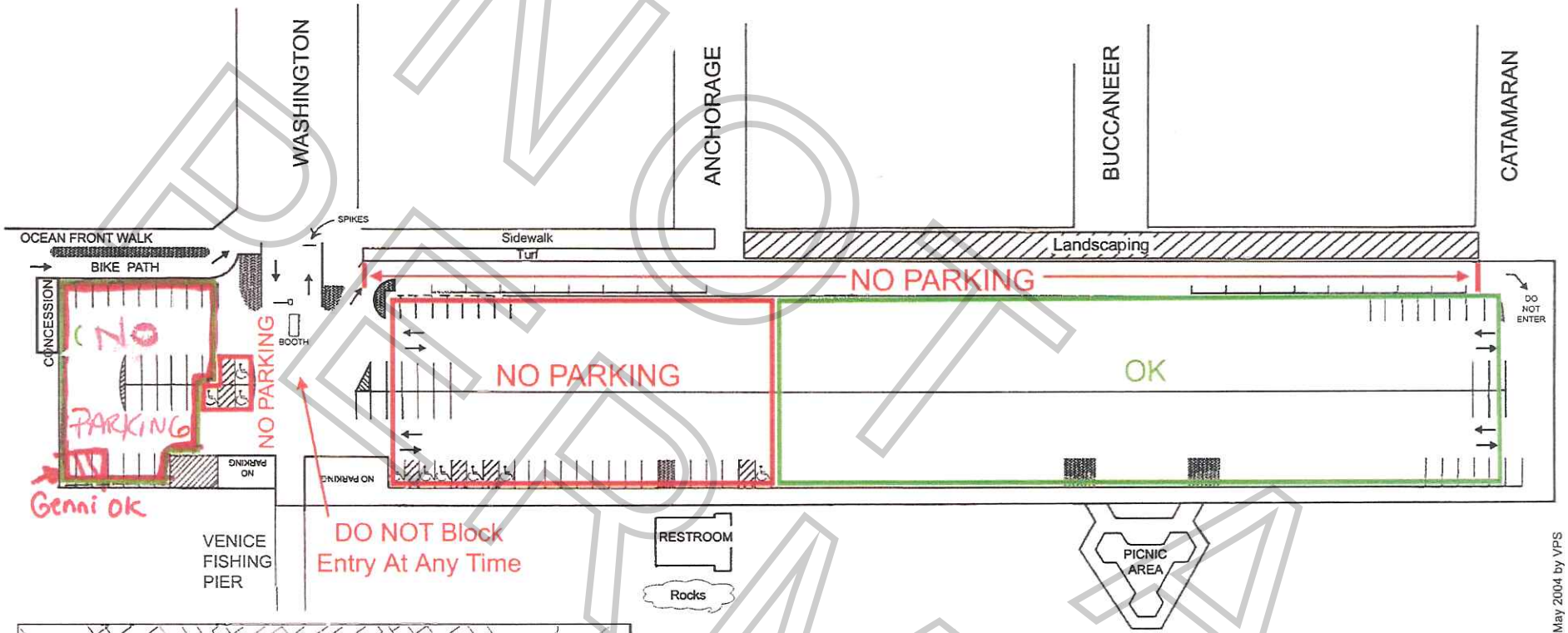
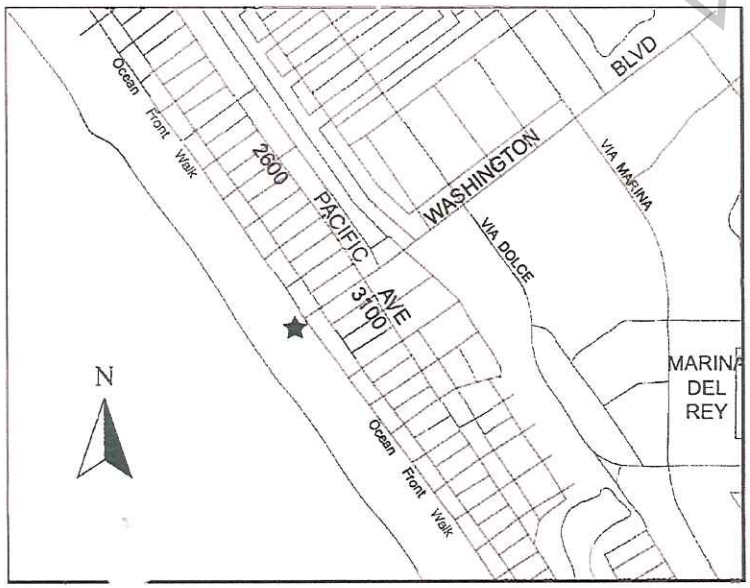
PERMIT

Permit #F0003406-A

VENICE CITY BEACH
WASHINGTON BLVD PARKING LOT - FILMING AREAS





Filming delineations May 2004 by VPS

REGULAR SPACES	371
DISABLED	9
TOTAL	380

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS — Revised 10 / 2003 by CLS

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Ma ot to scale.

PERMIT
Permit #F00034056-A

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

VENICE BEACH RECREATION CENTER
Film Production Guidelines
Special Facility

- **No vehicles/heavy equipment allowed on property. No un/loading, shuttle drop off etc, Including gators and shuttle vans, unless otherwise approved by the Recreation Director. OK to use hand carts.**
- **No staging of equipment or cast and crew on any grass areas.**
- **No on-site parking. Must arrange off-site parking.**
- **Must not interfere with recreation and/or maintenance activities.**
- **Daily maintenance activities may be scheduled.**
- **Public access required. No exclusive use of facility/area.**
- **May not block any bike paths.**
- **Grassy areas may be edged, mowed and watered.**
- **No alterations to park property unless otherwise approved by the Recreation Director.**
- **Must adhere to restrictions given to company by Recreation Staff or Park Monitor. Recreation Staff or Park Monitor's instructions or judgment may override written guidelines.**
- **No base camp or craft services on-site.**
- **Must identify all cable boxes with cones.**
- **Okay to film at Venice Recreation Center from 7am-12pm only.**
- **Okay to film only at Handball Courts, Gymnastics Area, & New Skate park only.**
- **Company is undecided where they will begin first, so they can move freely, but not occupy more than once location at once.**
- **Cannot prevent park patrons from exercising or using the facility.**
- **Cannot clear patrons from fitness area.**

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.

NOT A PERMIT

- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
- Okay to begin production work at 7am, specific guidelines below.
- Must work around Maintenance activities.

F-34056-A
Tempesta Inc – L'oreal
(VENICE RECREATION CENTER – Handball Courts, Gymnastics Area, New Skate Park)

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

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For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT